

NEW BRANDS SUMMARY
CURRENTLY AVAILABLE DATA THROUGH WEEK ENDING 12/13/91

PM						COMPETITIVE		
<u>NATIONAL/REGIONAL</u>	<u>VOLUME</u> <u>(MM)</u>	<u>RETAIL</u> <u>SHARE</u>	<u>SHIPMENT SHARE</u>			<u>NATIONAL/REGIONAL</u>	<u>SHARE</u>	
			<u>WEEK</u>	<u>4WK</u>	<u>CUME</u>		<u>RETAIL</u>	<u>MONTHLY</u> <u>SHIPMENT</u>
Marlboro Medium	86.91	1.6 *	1.01	1.60	1.85	Camel Ultra Lights	0.4 *	0.1
Bristol	125.69	1.4 *	1.47	1.78	1.50	Misty	0.7 *	0.6
Bucks	33.39	0.4 *	0.39	0.44	0.48	Sterling (SG)	0.5 *	0.9
Cambridge Lowest	7.51	0.2 *	0.09	0.10	0.18	Bull Durham	0.3 *	0.2
Bristol Lowest (Reg 2)	2.11	0.1 *	0.12	0.06	0.11	Capri 120's	0.3 *	0.3
Commander (Reg 1,3,4,5)	2.38	0.1 *	0.03	0.05	0.07	Magna (SG)	0.7 *	0.5
						Camel 99	0.4 *	0.3
						Winston Ultra Box	0.1 *	0.1
<u>TEST MARKET</u>						<u>TEST MARKET</u>		
<u>B&H De-Nic</u>						<u>Horizon</u>		
Arizona	0.04		0.06	0.14	0.47	Atlanta	0.3 #	0.1
						St. Louis	0.6 #	0.1
						Dallas	0.4 #	0.1
<u>Marlboro Ultra Lights</u>						<u>Dakota</u>		
Indianapolis (B/W)	1.07		1.11	1.50	1.16	Arizona (Slide Box 85's)		0.3
Portland (R/C)	0.67		0.61	0.73	0.66			
Nashville (R/W)	0.62		0.93	1.13	1.19			
<u>Bucks</u>						<u>Style</u>		
Arizona	0.19		0.19	0.52	0.60	New Orleans (PV)	0.8 #	0.1
Birmingham	0.04		0.04	0.63	0.59			
						<u>Newport Half Pack</u>		
						Mississippi/Louisiana	0.7 *	0.3
						<u>Belair (SG)</u>		
						Maine	0.7 #	0.3

Retail Audit
 * New Nielsen
 ** Convenience Scanning

**** Scanning Supermarkets
 *** ICC

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